

# 2012



Commonwealth of  
Virginia  
Campaign

## Guide for Charities

<http://www.cvc.virginia.gov/charities/CharityProcedures.pdf>

Revised July 16, 2012

## **SCOPE**

This guide includes policies, standards, and guidelines as approved by the CVC Advisory Council. Policies are subject to change at any time by a majority vote of the members of the Advisory Council.

All **NEW** CVC charities should review our website at [www.cvc.virginia.gov](http://www.cvc.virginia.gov) and click on the CHARITIES tab. Then select "How to Become a CVC Charity."

All **NEW** or **RETURNING charity**, please review the following as changes may have occurred since your last review of this document.

## **ORIENTATION**

Take a few minutes to tour the Commonwealth of Virginia Campaign (CVC) Website at [www.cvc.virginia.gov](http://www.cvc.virginia.gov) and learn what participation in this campaign means to you. This campaign reaches over 100,000 employees in state government across Virginia and can be an effective way to increase your revenues. Just getting listed in the directory is not enough, however. Unless your charity has great name recognition, you will need to be able to tell your story to touch the hearts of the generous public sector workforce.

Once you have a CVC code (a 4 digit number) and have been accepted into the campaign, be sure to include it on all literature, promotional materials, videos, PSA pieces, and in your workplace or service delivery area. Always

talk about your charity's mission – in the elevator, in the grocery store checkout line, while pumping gas – because you never know when you may be talking to a state employee!

### **CVC Solicitation vs. Marketing:**

While we want you to “market” your charity, we do not suggest that you go out and directly solicit state workers. Doing so may jeopardize your standing with the CVC. Part of the success of the CVC is that workers are only asked once a year to give to their favorite charities, and do not have to worry about being approached year round. If a state agency CVC Coordinator *approaches you* for an event, this is an appropriate line of communication.

### **Charity Fairs:**

Watch your email for notices of charity fairs in your area. These occur frequently throughout Virginia, usually from September through November each year. You will be contacted via email about events coming up in your region (you indicate your service regions on your application) and the email will go to the administrative contact on your application.

Many times space is limited and the places are assigned first-come, first served. Sometimes the number of respondents exceeds the number of spaces available – then all respondents get their name placed in “a hat” and

the number of available spots are drawn and awarded in that way.

Charities who attend a charity fair should bring appropriate print materials, promotional items, charity signs. Federations invited to charity fairs are encouraged to bring items representing their member charities. Please do not bring materials that may be interpreted as offensive or inappropriate. Displays will be reviewed for compliance by the charity fair coordinator prior to opening the fair.

**No Shows:** Charities who have signed up for an event but are unable to attend are required to notify to event organizer at least 24 hours before the event. If a charity develops a pattern of signing up but not showing up to their events, they will be asked to not participate in any additional activities for the duration of the campaign.

### **Charity Speaker Events:**

Third, some state agencies look for speakers – people who will come to their workplace and give a brief talk about how CVC money helps them deliver stories. People love to hear success stories. If you have a speaker, make sure they receive any emailed requests for speakers in a timely manner.

### **Online Marketing:**

Each year we ask for photos and brief stories to add to our website. These rotate and older stories are archived. You will be notified via email when it is time to submit stories. Pictures must be in JPG format, and stories should be in MS Word, not longer than 250 words. (During the campaign, stories will rotate more frequently.)

Now let's take a look at what is required to be a member of the Commonwealth of Virginia Campaign.

### **CHARITY REQUIREMENTS**

To be eligible for participation in the CVC, each charity must:

1. Be approved by the **IRS** as a 501(c)3 Charity or, in the case of volunteer fire departments, a 501(c)4 charity. To start the process to gain this status, go to: <http://www.irs.gov/charities/index.html> for forms and instructions. It can take up to 2 years to gain IRS approval, so start early.
2. Be registered with the Virginia Department of Agriculture and Consumer Services (**VDACS**) as a charity authorized to solicit funds in Virginia. For more information, forms, and helpful links and resources, go to <http://www.vdacs.virginia.gov/consumers/registrations.shtml>. Depending on the type of charity, you may be exempt from annual registration or may

have to register each year. You must get an initial determination from VDACS and register according to your determination letter.

3. Most charities have to file and **IRS form I-990** each year. You will need a copy of your most recent I990 (start at <http://www.irs.gov/charities/article/> or complete a CVC Worksheet.
4. All charities must undergo an audit at least every 24 months. If you have questions about the type of audit, please email us at [CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov).
5. Complete a CVC application **EVERY YEAR!** While certain VDACS registrations may not require renewal with them each year, the CVC application must be re-entered each year. The application is on-line and may be located at: <http://www.cvc.virginia.gov/charities.htm> and clicking on "Application". You will need a copy of your I-990, your CVC code (stays the same unless you leave the campaign for more than two years) and a PIN number. PIN numbers may be requested in late February each year. The application is available March 1st through April 30th ONLY each year.



6. For assistance with a PIN number or entering your application during this period, email us at [CVCStaff@DHRM.Virginia.gov](mailto:CVCStaff@DHRM.Virginia.gov). Click on Application and follow the steps. Applications are only accepted in electronic format. Additional help on completing an application is found at the end of this publication.
7. Complete an **Electronic Business Agreement**. Download it from <http://www.cvc.virginia.gov/charities/electbusagre e.pdf> then print a copy. Sign it and mail it to the address on the form. This is the only paper document that we require. Charities need to complete it anytime there is a change in their CEO or CFO staff.
8. Maintain **fiscal responsibility** by having an expense ratio (based on I-990 figures) of 25% or less. Any charity admitted to the CVC who has a subsequent increase of expenses of over 25% will be asked to sit out the campaign for a year. There are no appeals or exemptions for not meeting this requirement.
9. Because our employees trust CVC to include only those charities that operate very efficiently, there are additional requirements. Charities that were in the campaign for one year must receive \$750 or more in a campaign in the next year in direct

designations to remain in the campaign the following year. First-year charities (or any charity not in the campaign the previous year) must meet a minimum of \$250 the first year and \$750 each year thereafter. Charities who do not meet this requirement will be asked to sit out of the campaign for one (1) year. Please be very careful when reviewing the data in your application before transmitting it. Sometimes an unintended extra digit or two will make your expense rate excessively high and be cause for rejection. There are no appeals.

10. Charities may apply as **independent/ unaffiliated charities** or as a **member of a federation** (such as a United Way, Earth Share, Global Impact and many others). Charities who apply through a United Way or other federation should discuss application protocol with their federation liaison. Many federations apply on behalf of the individual charities using information submitted for the federation's campaign and others require individual applications from their member charities. Bottom line: there must be a new CVC application each year, regardless of whether or not the federation files for you or you file directly. Only one application will be included in the campaign for each charity. If a charity applies under two different federations or under one federation and as an independent charity, the CVC code that was used previously will be the application that is



accepted. This is done to maintain history of transactions on our system.

11. Charities applying as independent/unaffiliated charities and all federations applying on their own behalf and/or on behalf of their member charities must obtain a **PIN number** in February for use in their electronic application process. PINs for existing federations and independent/ unaffiliated charities are sent via email in late February.
12. Those charities who have not received a PIN by March 1 should go to [www.cvc.virginia.gov](http://www.cvc.virginia.gov) and click on Charities and then Application. Once you enter your CVC code you will have an option to request a PIN at that time. PIN codes change every year, while CVC charity codes remain the same unless a charity drops out of the campaign for more than two full years.
13. All charities that complete applications by April 30th will be notified by mail or email of the status of their application by May 30th.
14. If your charity application was rejected for **incompletion**, no appeal is available. An email will be sent to the charity contact on the application in mid-April asking that they finish their application or submit a new one.

NOTE: It is the responsibility of each charity to check the accuracy of the data entered in the application, especially financial data. Apply a test of reasonableness at the point where your expense percentage is calculated. Some applications have had expense ratios of well over 100% and many cases are due to entering inaccurate data.

## **APPLICATION PROCESS TIPS**

Before you start your application – have the following information ready:

1. Your most recent I-990
2. The date of your last audit
3. Your VDACS registration approval letter
4. Email, phone number, fax number, mailing address, and web address information for key contacts
5. Any changes in your mission statement. You need a 25 words or less “mini” statement that is used on profiles of charities and a longer, more inclusive statement that will be viewable in your application on line, after it has been approved.
6. To start the application process, go to <http://www.cvc.virginia.gov/cgi-bin/cvc-welcome.cgi> (or go to [www.cvc.virginia.gov](http://www.cvc.virginia.gov), click on Charities, and then “Application”)

## **Step 1**

In order to complete this application, you will need YOUR CVC CODE AND PIN NUMBER,

Note: If you have your CVC code number from last year, you can request your new PIN online. A new PIN is required each year, but your CVC code remains the same.

All applicants must have 501(c)3 tax-exempt status with the Internal Revenue Service (IRS), with the exception of volunteer fire or rescue departments, which may be 501(c)4. Charities must be registered with the IRS as a c.3 or a c.4 for at least one year prior to participating in the CVC.

If you are a RETURNING participant, you are assigned a new pin number annually. This number is e-mailed to you in late February. As a returning participant, you already have an Electronic Business Agreement (EBA) on file with us. Note in 2010: Every charity is asked to submit a fresh EBA.

If you are a NEW applicant filing with us for the first time, you will need to be assigned a CVC code and pin number in order to access this application. If you have not received a CVC code, please contact us by email at [CVCstaff@dhrm.virginia.gov](mailto:CVCstaff@dhrm.virginia.gov). All NEW applicants must submit a completed [Electronic Business Agreement](#) (EBA), signed by the Chief Executive Officer, no later than April 30. All new applicants that have not submitted the required EBA by May 1 will be rejected.

New applicants will receive a PIN when they begin their online application process. All applicants are responsible for submitting an accurate and complete application. Applications with incomplete fields or inaccurate data or statements will be rejected without the right of appeal.

Next, you will be asked to pick your federation status from a drop down box.

Once you have made this selection, the information will pre-fill on your application.

**Step 2** Please select your Federation  
Independent/Unaffiliated Charities

(If you do not belong to any Federation, please select Independent/Unaffiliated Charity.)

Then you need to enter your Charity Code and PIN. PINs change every year. Charity codes do not change unless you drop out of the campaign for more than two years.

**Step 3** Select one of the following options:

- I am a Federation (PIN: )
- I am an Independent/Unaffiliated Charity (CVC Code: PIN: )

Click on the appropriate spot and indicate your charity's or federation's PIN or your CVC code and PIN as requested.

Then move on to the main application.

Complete each field, being careful to enter your charity name the way it should appear in our campaign directory.

The system will take you to another screen if you have had an application in the past two years. If there is an application, you will be able to select the most recent version (if more than one is displayed) and select it.

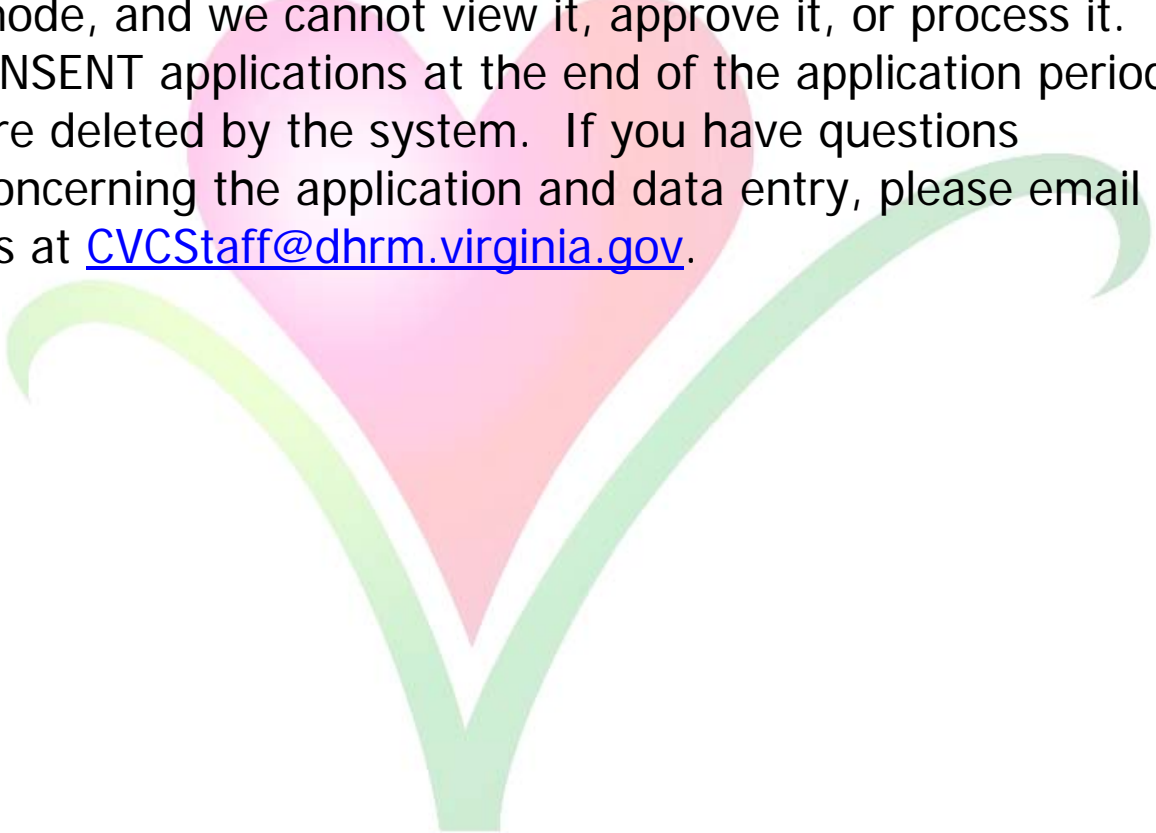
This returns you to the main application screen and pre-fills much of the information for you. Be sure to complete the email addresses as these are not pre-filled and to make any changes of address or phone contacts. The administrative email address is what the CVC uses to contact you.

When you get to the VDACS information, the system will take you to another screen to select your VDACS name. This updates against the VDACS database. If you have not yet filed with VDACS, you may enter PENDING but it must be complete before the beginning of the campaign (October 1) to stay in the campaign.

Management Expense, Fund Raising Costs, and Total Revenue should be pulled from your most recent I-990 or CVC Financial Worksheet. PLEASE REVIEW THE ACCURACY OF THESE NUMBERS BEFORE SUBMITTING

THE APPLICATION. Note that IRS often changes the line numbers corresponding to certain data fields. Please match the data requested by the description of the data and not by the line number. The line numbers are different on the I990 and the I990EZ.

When you complete the application, hit the SUBMIT button. Until you release the application, it is in UNSENT mode, and we cannot view it, approve it, or process it. UNSENT applications at the end of the application period are deleted by the system. If you have questions concerning the application and data entry, please email us at [CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov).





*Questions?*

Web site:

[www.cvc.virginia.gov](http://www.cvc.virginia.gov)

Email:

[CVCStaff@dhrm.virginia.gov](mailto:CVCStaff@dhrm.virginia.gov)

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